

62
South
Carolina

1959

Piedmont *Garden Guide*

PIEDMONT PLANT CO.
GREENVILLE, SOUTH CAROLINA

"Because we have grown so many **WE GROW THEM BETTER**"

Says James P. Du Vernet, President and General Manager



The skills of Piedmont are reflected in hundreds of gardens across our nation every year. For more than half a century we have cultivated thousands of acres of fertile land to produce more than a billion vegetable plants. The best proof of the success of our operation can be found in this record.

For no matter where you live we can deliver better plants to you than you can buy locally. Hundreds of thousands of satisfied customers have proven this to be true, and so we are able to make the unconditional guarantee you see on the opposite page.

Because we have here in southwest Georgia the right combination of temperature and rainfall for growing hardy vegetable plants, because we have aided Nature with the best seed to be obtained, because we use only the finest and most modern equipment for large scale production, and, of course, because we **HAVE** grown so many vegetable plants we **CAN** grow them better.

You take no risk with Piedmont Plants

LARGE, DEEP-ROOTED. Grown on loose loamy soil, our plants are given plenty of room in open fields and pulled at just the right time. They will handle easily in mechanical transplanters.

EARLY PRODUCING. Our plants are grown in open fields exposed to cool weather and can be set in the open much earlier than tender hot-house plants.

INSECT AND DISEASE FREE. Fields are sprayed on a regular schedule according to latest recommendations of the Georgia Department of Entomology.

HEAVY YIELDING. Piedmont field-grown plants consistently out-produce local plants. Cannery and commercial growers use millions of them yearly.

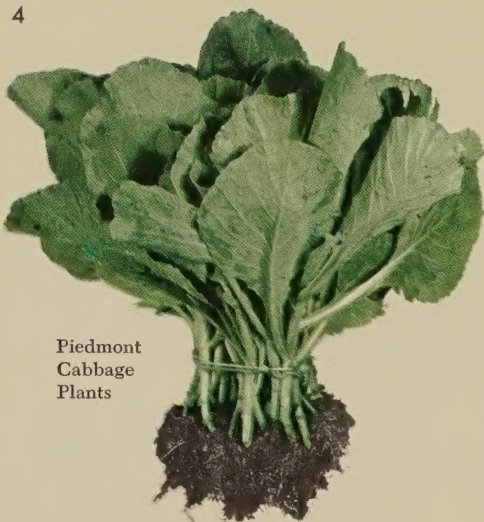
Guarantee

Our plants are guaranteed to be exactly as described in this catalog, grown from the best seed obtainable, true to name, varieties labeled and carefully packed.

We guarantee to ship your order promptly, and deliver the plants to you in perfect condition. If you are not satisfied on receipt of order, we will replace free of charge or refund your money, provided you notify us within 10 days after receipt.

We send you only the highest quality plants, and gladly stand back of them. However, weather, soil and care also influence crops, so in no case will we be responsible for any amount beyond the purchase price.





Piedmont
Cabbage
Plants

Piedmont Plants **GROW BETTER CABBAGE**

"It's hard to believe," writes one of our customers from Illinois. "They were covered with snow and stood three freezes down to 19." He's referring, of course, to Piedmont Frostproof Plants.

On our farms soil and climate are especially adapted to the production of hardy, healthy cabbage plants which can be set out four to six weeks earlier than tender hot-house plants. With roots established, they make a rapid start when the weather turns warm.

As we buy seed in large quantities from leading seed houses, you are assured of the best strains, true to variety. Georgia State Entomologists inspect our fields regularly for insects and disease, for the plants must be approved before shipment with certified labels.

Try these hardy, disease-free plants to enjoy their early-maturing, heavy-yielding qualities which have made them so popular.

You'll be glad you used Piedmont

CABBAGE PLANT PRICES

BY MAIL POSTPAID

50 Plants for.....	\$.85
100 Plants for.....	1.45
200 Plants for.....	2.15
500 Plants for.....	3.85
1000 Plants for.....	5.20

BY EXPRESS COLLECT

500 Plants for.....	\$1.50
1,000 to 4,000 Plants.....	2.50 per 1000
5,000 to 9,000 Plants.....	2.25 per 1000
10,000 to 49,000 Plants.....	2.00 per 1000
50,000 to 99,000 Plants.....	1.75 per 1000
100,000 Plants.....	1.50 per 1000

CULTURE—CABBAGE, BROCCOLI AND CAULIFLOWER—Prepare land with one thousand pounds of 4-8-6 fertilizer in three-foot rows. Set plants 15 to 18 inches in the row, which requires about ten thousand plants to the acre. These plants are frostproof, and will usually stand a temperature of ten degrees below freezing. Set the plants in the soil up to the bud and water. For sucking insects spray with Blackleaf 40 or dust with Rotenone. For leaf-eating insects dust with calcium arsenate or 5% DDT dust.



Marion Market

Write for prices on truck load lots.—Telephone HEMlock 2-1416, Night HEMlock 6-3165

VARIETIES

COPENHAGEN MARKET—70 days from plants. The leading market variety. Heads large, round and solid with few outer leaves, weighing 3 to 3½ pounds. Our strain of this variety is extra early, and very uniform.

GOLDEN ACRE—65 days from plants. Earliest round headed cabbage, averaging 3 pounds to the head. An extra early Copenhagen Market with a smaller head. Heads are round and solid. A favorite with market gardeners for early market.

EARLY ROUND DUTCH—75 days from plants. An excellent second early variety for home and market garden. Heads ball shaped, very firm, weighing 4 to 5 lbs. Cold resistant and seldom goes to seed.

YELLOWS RESISTANT VARIETIES

MARION MARKET—75 days from plants. A yellows or wilt resistant type of Copenhagen Market. Same shape as Copenhagen, but will make a heavy crop on land infested with yellows disease where other varieties fail. Somewhat coarser than Copenhagen.

WISCONSIN HOLLANDER—100 days from plants. A yellows resistant strain of Danish Ballhead. A splendid late cabbage for storage, shipment, and kraut manufacture. A heavy yielder on yellows infested land. Heads are 7 to 9 lbs., of excellent quality and keep well until Spring.

GREENBACK—74 days from plants. A new cabbage in the Round Dutch Class, about as early as Marion Market, but darker green and more compact. Vigorous and short-stemmed they are slow to produce seed stalks. Especially recommended in market and shipping for areas infected by Yellows.

BADGER MARKET—70 days from plants. A yellows resistant variety developed at the University of Wisconsin. Plants are small with dark green leaves. Does very well on muck. Heads are small, round and solid, weighing around three pounds. They hold for a considerable time without splitting.

Cabbage plants ready January to June.

Field of Cabbage
From Piedmont Plants



Piedmont Plants **GROW BETTER ONIONS**

Year after year Southern grown onion plants have proven that they will grow early, sweet onions two to three times larger than sets.

Our onion plants, like all Piedmont Plants, receive the most careful attention during planting, cultivation, packing and shipping. Being field-grown and very hardy, they can be put out in the open as early as sets or cabbage plants.

Order some today and pull green Spring onions as you want them. Later, after the bulb has formed, you will have large sweet onions which make excellent keepers for winter storage.

CULTURE—ONIONS—Onions are frostproof and can stand a temperature ten degrees below freezing. Prepare land in two-foot rows using one thousand pounds of 4-8-6 fertilizer to the acre. Set plants 4 to 5 inches apart in the row, which requires 50 to 60 thousand plants to the acre. Harvest when the tops dry and cure for storage. Dust for onion thrip with 5% DDT or Benzene Hexachloride.



Piedmont
Onion
Plants

Piedmont's **POPULAR ONION**

MILD AND DELICIOUS

EXCEL (Bermuda 986). An extremely early and well bred strain of yellow Bermuda. This is a rather small flat shaped onion, light yellow in color. The flesh is white, soft and mild; tops and necks are very small. Developed by U. S. D. A.

CRYSTAL WAX BERMUDA. One of the most attractive onions grown. It is a clear, waxy white onion, and has the same delightful mild flavor as the Yellow Bermuda. It is the same shape as the Yellow Bermuda.



Crystal
Wax
Bermuda

ONION PLANT PRICES

Onion plants tied 100 to bundle.
Shipping weight 7 lbs. to 1000 plants.

BY MAIL POSTPAID

100 Plants for.....	\$.80
200 Plants for.....	1.10
500 Plants for.....	2.00
1000 Plants for.....	3.00

BY EXPRESS COLLECT

500 Plants for.....	\$1.10
1,000 to 4,000 Plants.....	2.00 per 1000
5,000 to 9,000 Plants.....	1.75 per 1000
10,000 and over.....	1.50 per 1000

Free! BONUS FOR EARLY ORDER

An early order is a saving to us which we want to share with you. It enables us to take care of the necessary clerical work before the shipping season, and we are glad to show our appreciation by giving you a discount for ordering early. **ON ALL CASH ORDERS OF \$5.00 OR MORE POSTMARKED MARCH 15 OR BEFORE YOU MAY SELECT 10% OF THE VALUE OF THE ORDER IN ADDITIONAL PLANTS.** The additional plants must be listed on your order or none will be sent although you notify us later. Sweet Potato Plants cannot be shipped as a bonus.

VARIETIES

PIEDMONT SWEET FLAVORED LONG KEEPERS

SWEET SPANISH OR VALENCIA-UTAH JUMBO STRAIN. Earlier, milder, and a much better keeper, this is a decided improvement over the Riverside strain. One of the largest and sweetest onions, nearly globular, with golden yellow skin and white flesh. More resistant to disease and insect pests than other varieties, it will produce delicious spring onions, or if allowed to ripen, mild dry onions sometimes weighing a pound or more. Store them in a cool dry place, and they will keep for months.



Yellow
Sweet
Spanish

LETTUCE PLANTS

The easy way to success in growing head lettuce lies in letting us start your plants early. When the danger of a severe freeze is over, you can set vigorous plants in your garden which soon develop tender, crisp heads for your table. Ready January to June.

VARIETY, GREAT LAKES—The most satisfactory strain of the Iceberg or Imperial type yet developed. Resistant to tip burn and slow to bolt. Stands up under most adverse weather conditions, and has succeeded well in all sections of the country. Heads are large, firm, well folded with crisp, brittle texture.

CULTURE - LETTUCE—Prepare land in two-foot rows using one thousand pounds of 4-8-6 fertilizer to the acre. Set plants 12 inches apart in the row, which will require twenty thousand plants to the acre. Will stand ten degrees below freezing, and should be set early enough to head before hot weather.

PRICES ON LETTUCE

BY MAIL POSTPAID—25 plants for \$1.00, 50 plants for \$1.45, 100 plants for \$2.15, 500 plants for \$5.00, 1000 plants for \$7.50.

BY EXPRESS COLLECT—500 plants for \$2.90, 1000 to 4000 plants \$5.00 per 1000, 5000 to 9000 plants \$4.75 per 1000, 10,000 and over \$4.50 per 1000.



BROCCOLI PLANTS

Considered a delicacy in the vegetable line, tender, delicious broccoli is very popular. Order some for your garden and enjoy summer-long yield. Broccoli bears a succession of sprouting heads which, if kept cut, will be replaced by others for 8-10 weeks. Plants are hardier than cauliflower and are ready January to June.

VARIETY, DeCICCO—An extremely early strain. Furnishes a high percentage of side shoots or sprouts excellent for bunching or for freezing. Plants medium tall, light green in color, and very productive.

PRICES ON BROCCOLI

BY MAIL POSTPAID—25 plants for \$1.00, 50 plants for \$1.45, 100 plants for \$2.15, 500 plants for \$5.00, 1000 plants for \$7.50.

BY EXPRESS COLLECT—500 plants for \$2.90, 1000 to 4000 plants \$5.00 per 1000, 5000 to 9000 plants \$4.75 per 1000, 10,000 and over \$4.50 per 1000.

CAULIFLOWER PLANTS

Be sure of attractive white-headed cauliflower in your garden. Our plants are hardy and can be set earlier than home grown plants. To head cauliflower be sure to protect the head from sunlight. Gather the tops of the leaves together loosely as soon as the head begins to form, but do not cramp. Ready January to June.

VARIETY—SNOWBALL X—most satisfactory main crop strain for fall harvest. Heads large, smooth, very deep, very solid, and pure white.

PRICES ON CAULIFLOWER

BY MAIL POSTPAID—25 plants for \$1.00, 50 plants for \$1.45, 100 plants for \$2.15, 500 plants for \$5.00, 1000 plants for \$7.50.

BY EXPRESS COLLECT—500 plants for \$2.90, 1000 to 4000 plants \$5.00 per 1000, 5000 to 9000 plants \$4.75 per 1000, 10,000 and over \$4.50 per 1000.

Culture—Broccoli and Cauliflower—See Page 4.



PROVEN!

Piedmont Plants

Grow

BETTER TOMATOES

Market gardeners, canning factories and home gardeners all over the country have found again and again that for earlier, longer harvest and more production of better fruit Piedmont Field-grown Tomato Plants cannot be surpassed.

These plants are acclimated to outdoor temperatures and can be set out in the open much earlier than hot house plants. Large and deep-rooted, they quickly establish themselves to start growing soon after transplanting.

Piedmont tomato plants are grown from the best Certified seed obtainable and CERTIFIED BY THE STATE OF GEORGIA before shipment. The seed is disinfected before planting on disease-free land, and the plants are thoroughly sprayed by power sprayers from the time they come up.

Only the best plants can be the result of such experienced care, and thousands of our customers have proven to themselves that only the best tomatoes will be the result if they use Piedmont Field-grown Tomato Plants.

TOMATO PLANTS READY APRIL, MAY, JUNE.





Piedmont
Tomato Plants

PRICES ON FIELD-GROWN TOMATO PLANTS

BY MAIL POSTPAID

25 Plants for	\$1.00
50 Plants for	1.45
100 Plants for	2.15
500 Plants for	5.00
1000 Plants for	7.50

BY EXPRESS COLLECT

500 Plants for	\$2.90
1,000 to 4,000 Plants	5.00 per 1000
5,000 to 9,000 Plants	4.75 per 1000
10,000 and over	4.50 per 1000

Write for prices on larger lots. We load trucks daily

Piedmont's **FIELD-GROWN TOMATO VARIETIES**

FOR EARLY CROP

VALIANT. An extra early, large-fruited variety which, because of its size and heavy yielding ability over a long period, is gaining popularity for both home and market use. The fruit is deep globular, meaty, and much superior to Earliana and similar varieties. Valuable for early market and in sections with a short growing season.

FOR MID-SEASON OR MAIN CROP

MARGLOBE. An excellent main crop tomato, early and uniform. Especially recommended for areas infested with Fusarium Wilt and Nailhead Rust. A heavy producer over a long period, good shipper, and one of the leading canning varieties. Fruits medium size, globe shaped, smooth and solid, uniform deep scarlet.

RUTGERS. The leading canning variety, equally important for home and market gardens. Plants are large, vigorous, thick stemmed, highly productive. Partially resistant to Fusarium Wilt and widely adapted. Fruits are large, globular, bright red, smooth with thick walls. Ripen from the inside out.



Rutgers
Tomatoes

STOKESCROSS TOMATO PLANTS

FOR FASTER GROWTH, MORE VIGOR, GREATER YIELD

HYBRID VIGOR GIVES YOU:

- Longer Harvest
- Earlier Ripening
- Heavier Production
- Better Color and Flavor
- More Solid Uniform Fruit
- Less Cracking

For several years hybrid tomatoes have surpassed the standard open pollinated varieties in production and quality, and yields up to 30 tons have been recorded. We offer you F2 tomato plants which are produced from seed obtained from the Francis C. Stokes Co., Vincentown, N. J., the originator of the Stokescross hybrids. Due to the fact that hybrid seed has to be produced by expensive hand pollination, the cost of these plants is a little higher, but results will more than repay.

VARIETIES

STOKESCROSS NO. 1—A new F2 cross which combines earliness, size, and productiveness. Deep red in color, free from interior core, its rich flavor recommends it to all market gardeners. Will develop a fruit average of 5½ ounces, with remarkable ability to yield that size until the last picking.

STOKESCROSS NO. 5—An improvement over the No. 4 with a heavier foliage, and larger fruit. The fruit is very solid and highly colored. It surpasses standard main crop varieties in production and quality. We highly recommend this valuable tomato to the canner, the market gardener, and the home gardener.

PRICES ON STOKESCROSS TOMATO PLANTS

BY MAIL POSTPAID

25 Plants for.....	\$1.20
50 Plants for.....	1.75
100 Plants for.....	2.60
500 Plants for.....	5.60
1000 Plants for.....	8.50

BY EXPRESS COLLECT

500 Plants for.....	\$3.25 per 1000
1,000 to 4,000 Plants.....	6.00 per 1000
5,000 to 9,000 Plants.....	5.75 per 1000
10,000 and over.....	5.50 per 1000



Stokescross No. 5

CULTURE—TOMATO—Prepare land in four-foot rows, using 600 lbs. of 4-12-6 fertilizer to the acre. Set plants up to the first leaf three feet apart in the row, which requires 3,500 plants to the acre. Will stand no frost. For insects, fungus and bacterial diseases spray every 10 days with Bordeaux Mixture, or dust with 7% metallic Tri-Base Copper Sulphate and 20% calcium arsenate.



California
Wonder
Pepper
Plants



California Wonder

Piedmont Plants **GROW BETTER PEPPERS**

Set our pepper plants in the open field after the danger of frost is over. These hardy field-grown plants are enormously productive and will assure you of an early crop of superior peppers. Ready April, May, June.

PIEDMONT PEPPER VARIETIES

CALIFORNIA WONDER (Sweet)— 75 days. The outstanding mild, sweet variety for home gardeners, market gardeners and shippers. Fruit is four-lobed and chunky, very large with flesh thicker than any other variety. It is ideal for stuffing and baking.

YOLO WONDER (Sweet)—78 days. Resistant to Tobacco Mosaic. Outstanding for shipping and market garden where this disease is troublesome. Fruit paler, shorter than California Wonder. Blocky, three to four lobed, very thick fleshed. Rapidly gaining in popularity with commercial growers.

HUNGARIAN YELLOW WAX (Hot)—Very early, good for home, market or canning. Fruits six to seven inches long, two inches thick, tapered, smooth, waxy light yellow, turning to bright red.

CULTURE—PEPPER AND EGGPLANT

These plants will not stand any frost. Prepare land in three-foot rows using 800 lbs. of 4-12-6 fertilizer to the acre. Set plant up to the first leaf two feet apart in the row, which requires 7,500 plants to the acre. Dust Eggplant every 10 days with 20% arsenate dust for potato bugs.

PEPPER PLANT PRICES

Plants Wrapped 50 to bundle
Shipping weight 15 lbs. to 1000 plants.

BY MAIL POSTPAID

25 Plants for	\$1.00
50 Plants for	1.45
100 Plants for	2.15
500 Plants for	5.00
1000 Plants for	7.50

BY EXPRESS COLLECT

500 Plants for	\$2.90
1,000 to 4,000 Plants	5.00 per 1000
5,000 to 9,000 Plants	4.75 per 1000
10,000 and over	4.50 per 1000

Write for prices on larger lots

PIEDMONT SWEET POTATOES

Our Southern Yams are sweet potatoes at their best. The flesh is juicer and the taste is sweeter than any other. The plants are grown from selected seed stock, treated for every kind of disease, and government inspected. Set these sturdy plants for a heavy yield of delicious sweet potatoes. Ready April, May, June.

GEORGIA RED—A new and vigorous sweet potato variety released by the Georgia Coastal Plain Experiment Station in 1955. This is a vine type potato which is replacing in popularity the Porto Rico varieties, because of its superiority in yield and its delicious flavor. It is an outstanding baking potato, coppery-red-skinned with light orange flesh.

CULTURE—SWEET POTATO—Prepare land in 3½-foot rows, using 800 to 1,000 lbs. of 4-8-8 fertilizer to the acre, and throw up 8 inch ridges on the fertilizer. Set plants after danger of frost is over 12 to 15 inches apart, which requires 11,000 plants to the acre. Harvest just before frost kills the vines.

POTATO PLANT PRICES

Potato Plants wrapped 50 to Bunch. Shipping weight 16 lbs. to 1000 plants.

BY MAIL POSTPAID

50 Plants for	1.25
100 Plants for	2.00
500 Plants for	6.00
1000 Plants for	10.00

BY EXPRESS COLLECT

500 Plants for	\$3.50
1,000 to 4,000 Plants	7.25 per 1000
5,000 to 9,000 Plants	6.50 per 1000
10,000 and over	6.00 per 1000

PIEDMONT EGGPLANT

You can easily grow the desirable, vitamin-filled eggplant this spring. Our Eggplant Plants are vigorous field-grown plants with well developed root systems. Set some of these plants and produce quantities of fruit early in the season. Ready April, May, June.

FORT MYERS MARKET. High bush variety, holding fruits well off the ground. Fruits are 9 to 10 inches long, 5½ to 6½ inches in diameter, broadest near blossom end. They are outstanding for deep purplish black color and high gloss.

EGGPLANT PRICES

Plants wrapped 50 to bundle. Shipping weight 15 lbs. to 1000 plants.

BY MAIL POSTPAID

25 Plants for	\$1.00
50 Plants for	1.45
100 Plants for	2.15
500 Plants for	5.00
1000 Plants for	7.50

BY EXPRESS COLLECT

500 Plants for	\$2.90
1,000 to 4,000 Plants	5.00 per 1000
5,000 to 9,000 Plants	4.75 per 1000
10,000 and over	4.50 per 1000

CULTURE—EGGPLANT—See Opposite Page



Georgia Red Sweet Potatoes



Fort Myers
Market

EASY TO ORDER



Right now in the comfort and privacy of your own home you can begin a garden which will put fresh vegetables on your table. Just read these simple suggestions before ordering your Piedmont Plants.

CARE OF PLANTS ON ARRIVAL. As soon as your plants come, take them out of the crates and set them out. If not ready to set, trench them out in soft mud, cutting the strings and spreading the plants. Keep the roots moist and the tops dry.

IMPORTANT. Leaves of plants will sometimes wilt or turn yellowish green in transit. This does not hurt them. They will recover their fresh green color soon after planting.

1 TIME OF SHIPMENT. Order your entire garden at one time. You may order your frost-kill plants in advance, giving the date you wish shipment made. It will be a saving to you to send one order.

2 REMITTANCES. You can send money safely by Post Office money order, bank draft or check. Our terms are cash with order or C. O. D. For your convenience we will make C. O. D. shipments, but there are additional C. O. D. fees which must be charged to you.

3 TRANSPORTATION. We advise Express shipment on all orders of 2000 or more plants. Smaller shipments are usually cheaper by Parcel Post. Although we consider Air Mail and Air Express rates prohibitive, we will be glad to supply you with these rates. On orders of 10,000 or more plants Air Freight service is available to some localities. Please write us for further information.

4 QUANTITY RATES. We can ship 500 plants of one kind a great deal cheaper than 500 mixed plants. Our prices are based on this fact. For this reason, you may mix different varieties of the same vegetable plant for quantity rates, but please do not mix different kinds of vegetable plants in order to obtain the lower rate.

SPECIAL OFFER . . B3

50 Tomato Plants
50 Sweet Pepper Plants
50 Eggplant Plants

\$4.35 VALUE
FOR ONLY

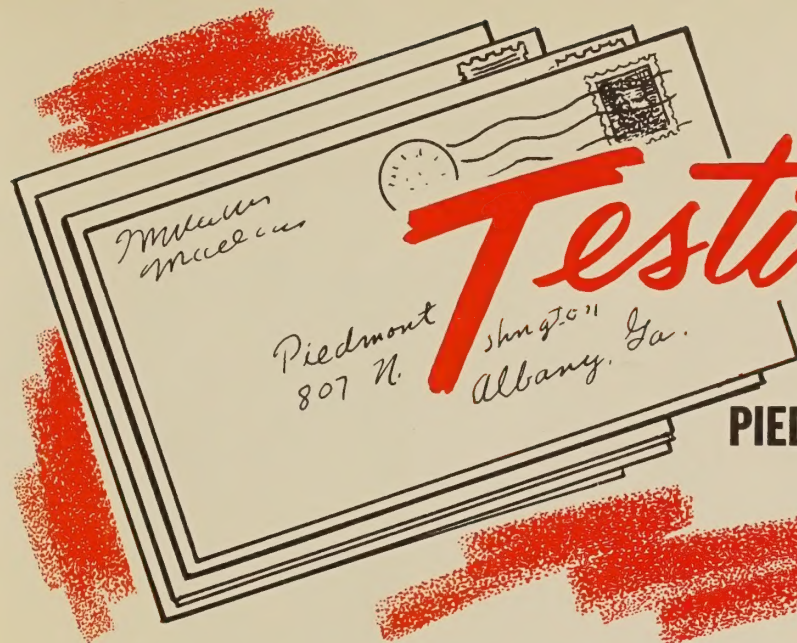
\$2.50

SPECIAL OFFER . . B4

100 Tomato Plants
100 Cabbage Plants
100 Onion Plants
50 Lettuce Plants

\$5.85 VALUE
FOR ONLY

\$3.50



Testimonials...

North, South, East or West

PIEDMONT PLANTS WILL GROW THE BEST!

I cannot pass up remarking about the wonderful way the Cauliflower plants grew and produced enormous heads up in this Northern part of the country (18 miles south of Canadian border) last year.

Mr. W. C. Hutschmitt,
Winthrop, New York

Just a word of appreciation for the splendid service received on my order placed on May 21. The plants were received May 25 in excellent condition. I should be off to a good start, thanks to the fast service and quick response on your part. You shall hear from me again next year.

Rev. E. T. Wilhelm,
Cheyenne, Wyoming

In the past two years I have been very satisfied with all plants received from your company, as they have been of top quality for beauty, taste and quantity of yield. Your company is to be commended for unsurpassed service and quality. Gardening on a small scale is my hobby; your plants have made it pay!

Mr. George M. Campbell,
Fairview, Pennsylvania

Thanks to Piedmont for quick-bearing tomato plants ideal for Southern use. My plants were set out the first part of May and by July they were bearing fruit. Judging by past experience with your plants my wife and I will be eating tomatoes on into the Fall... I have used your plants over a number of years and have always found them entirely satisfactory.

Mr. F. C. E. McDonell,
Shiloh, Georgia

Piedmont Plants Produce

*Let Piedmont start your
Garden for only \$4.75*

Cabbage.....	50	\$.85
Onion.....	100	.80
Lettuce.....	25	1.00
Broccoli.....	25	1.00
Califlower.....	25	1.00
Hybrid Tomato.....	50	1.75
Pepper.....	25	1.00
Eggplant.....	25	1.00
Totals.....	325	\$8.40

Bargain Offer B 10

All above Plants Postpaid for only

\$4.75